

# Posting Travel Content When No One is Traveling



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- ★ PIVOT! Repatriation of U.S. Citizens Ad Campaign
- ★ Travel Safety Campaigns that Survived 2020
- ★ Fun Stuff

## Repatriation of U.S. Citizens Abroad (April - June 2020)



# Key Metrics

Total Reach

284.5M



FB, IG, Reddit

Total Impressions

1.4B



FB, IG, Reddit

Total Engagement

1.5M



0.62% Average

Site Visits

57.5M



1,993% increase

## Key Messages:

- Americans Overseas: Return to the United States Now



U.S. citizens should make  
plans to return home **NOW.**

Follow @travelgov for updates



The Department of State is  
coordinating flights to bring  
Americans home from the

**PHILIPPINES**

Follow @travelgov for updates

## Key Messages:

- Enroll in STEP if you are currently abroad



**Americans** who need assistance  
returning to the **United States**



Enroll in STEP at [step.state.gov](https://step.state.gov)

Monitor U.S. Embassy website

Follow @TravelGov on social media

[travel.state.gov](https://travel.state.gov)

This central graphic has a dark blue header with white text. Below the header is a white box containing a smartphone icon that displays the U.S. Department of State seal. To the right of the phone are three red rounded rectangles with white text, and a dark blue footer with white text.



## Key Messages:

- Adventure Can Wait

Follow us @TravelGov



**GLOBAL HEALTH  
ADVISORY LEVEL 4**

**ADVENTURE  
CAN WAIT.  
STAY HOME.  
STAY SAFE.**



Follow us @TravelGov



**GLOBAL HEALTH ADVISORY LEVEL 4**

**ADVENTURE CAN WAIT.  
STAY HOME. STAY SAFE.**

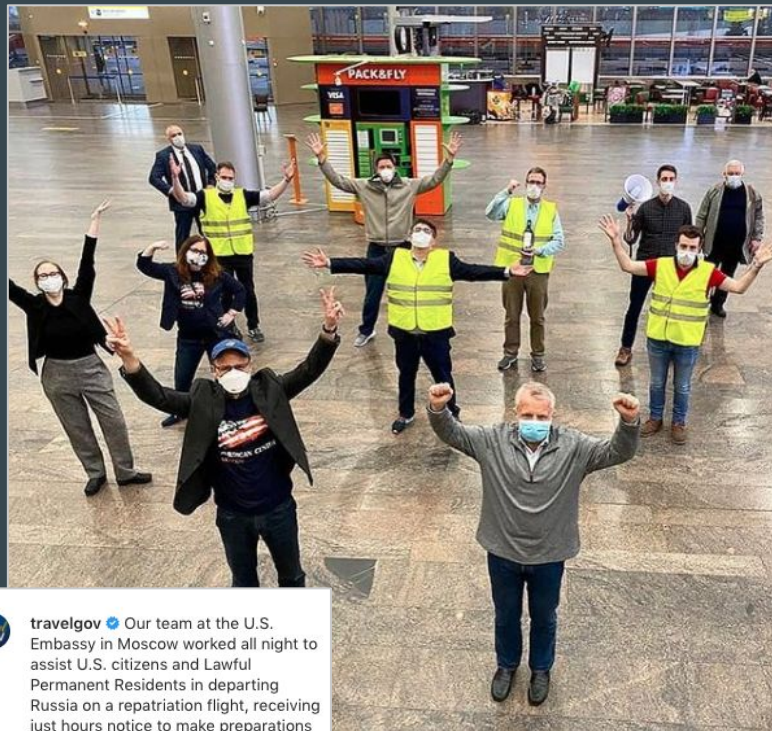




# Spotlight: Evacuation Efforts




**travelgov** Our colleagues at the U.S. Embassy in Bamako, Mali have helped hundreds of Americans return to the United States by coordinating multiple evacuation flights. We continue to work to bring #AmericansHome from around the world. 🇲🇱 @jaksakl



**travelgov** Our team at the U.S. Embassy in Moscow worked all night to assist U.S. citizens and Lawful Permanent Residents in departing Russia on a repatriation flight, receiving just hours notice to make preparations before take off. 🙌🙌🙌

If you are an American still abroad, prepare your household to remain abroad for an indefinite period of time. Be sure to enroll in STEP at [step.state.gov](https://step.state.gov) to stay informed of alerts from the nearest U.S. Embassy! 🇺🇸 K. Corrales



A person wearing a light-colored sweater is holding a blue United States passport and several other travel documents, including a boarding pass and a card, in front of a black suitcase handle. The passport is the central focus, showing the eagle emblem and the text 'PASSPORT', 'United States of America', and the US flag.

## Outreach Campaigns that Survived 2020

[travel.state.gov](https://travel.state.gov)



# Passport Resumption of Services

| March 1, 2020   | March 19, 2020   | June 11, 2020   | August 17, 2020  |
|---|--|---|--|
| <p><b>Passport Services on track for processing more than 20 million passports in FY2020.</b></p> <p>Routine Processing Times: 4-6 Weeks</p> <p>Expedited Processing Times: 2-3 Weeks</p> | <p><b>Passport Services SUSPENDS the vast majority of Passport processing due to COVID-19.</b></p> | <p><b>Several Passport Agencies resume limited Services (Phase 1)</b></p> | <p><b>Most Passport Agencies have resumed limited services; processing time commitments reintroduced</b></p> <p>Routine Processing Times: 10-12 weeks</p> <p>Expedited Processing Times: 4-6 weeks</p> |

# Passport Resumption of Services

- Communicate to the public our **3-phase reopening** approach.
- Routine / Expedited Service processing times **longer than pre-COVID**.
- Counter service only available for **life-or-death emergency** cases.
- Intense **public backlash**



# Storm Season Safety



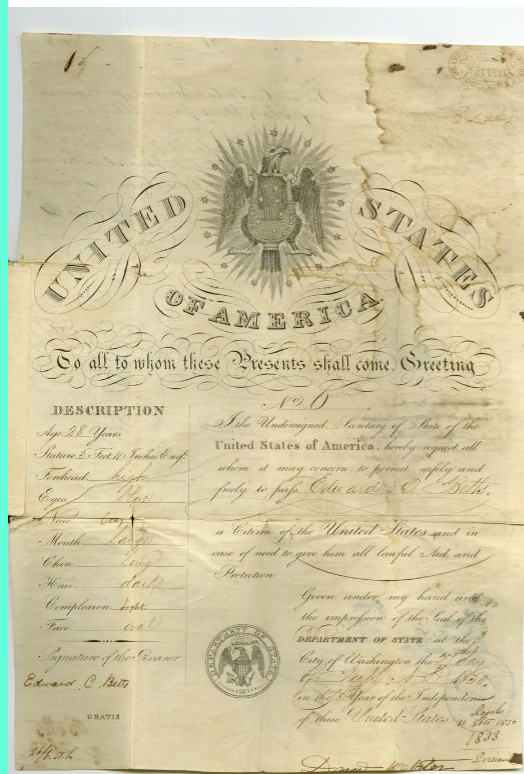
# Holiday Travel





# Fun Stuff!

## How it started



## How it's going

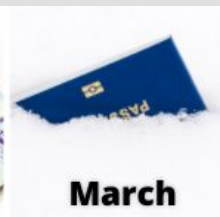




January



February



March



April



May



June



July



August



September



travelgov Take preparation to the "necks" level when you travel internationally in the future. Research local conditions ahead of time (especially COVID-19 related conditions) and enroll your trip in STEP. Go to [step.state.gov/](https://step.state.gov/) @diplohorse; Uganda.



travelgov It's National Pastry Day... some of our Foreign Service officers in the field sent us photos of delicious looking goodies! Which of these pastries would you like to try? Tell us in the comments Photo credits: @charge\_declairs; @kaitlinturck. #nationalpastryday



## Quizzes and Trivia

- Where can Americans Travel?
- Passport Mythbusters
- Trivia Tuesdays
- Would You Rather: Travel Safety Edition
- Word Scramble
- Where in the World: Home Edition

# Where Can Americans Travel?

## WHERE CAN AMERICANS TRAVEL?

POP QUIZ

1

## BARBADOS?

CURRENTLY, CAN  
AMERICANS ENTER:

2

YES, HOWEVER:

IT IS MANDATORY FOR  
TRAVELERS FROM THE  
UNITED STATES TO  
PRESENT A NEGATIVE  
COVID-19 PCR TEST  
FROM AN ACCREDITED  
OR CERTIFIED FACILITY /  
LABORATORY WITHIN 72  
HOURS PRIOR TO  
ARRIVAL TO ENTER  
BARBADOS.

3

## FRENCH POLYNESIA?

CURRENTLY, CAN  
AMERICANS ENTER:

TRAVELERS MUST PRESENT  
PROOF OF A NEGATIVE  
COVID-19 PCR TEST TAKEN  
WITHIN THREE DAYS OF  
DEPARTURE. TRAVELERS  
WILL BE REQUIRED TO TEST  
AGAIN FOUR DAYS AFTER  
ARRIVING IN FRENCH  
POLYNESIA.

4

YES, HOWEVER:

5

# Word Scramble Story



1



2



3



4



5

# Where in the World?

*Where is it?*

AT HOME EDITION



1

*Where is it?*

AT HOME EDITION



THIS PLACE IS HOME TO A  
UNESCO WORLD HERITAGE  
SITE, AS WELL AS A  
POPULAR SKI RESORT.

2

*Where is it?*

AT HOME EDITION



IT IS HOME TO THE ST.  
FRANCIS DE ASIS CHURCH,  
AND THE RIO GRANDE GORGE  
BRIDGE.

3

*Where is it?*

AT HOME EDITION



IT IS ALSO WHERE FOREIGN  
SERVICE OFFICER PETER W.  
CALLS HOME.

4

*Where is it?*

5

# What questions do you have?

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